

ART 2650

Introduction to Design Process and Programming

Fall 2019 M, W 10:00 – 11:20

Porter Hall 107

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What is the Profession of Interior Design?

Design in 2019

- This presentation offers a traditional point of view about the profession of interior design. I show it to you in this class to enhance your full awareness and understanding of the world of design as you will encounter it in your professional development.
- The contemporary world of design practice has expanded and broken many of the traditional edges, limits, and relationships between design professions.
- In today's (2019) world of design practice the term 'interior architecture' is sometimes a more apropos (useful, meaningful, fitting) title for what actually happens in commercial interior design practice.
- Even so, there are still many design offices, large and small, that pursue traditional interior design, which does include all sorts of decorating elements.

Professional Interior design is not....



Nor this long forgotten series



Not generally viewed as a designed space in the world of professional designers. Why?



Top T.V. Designers: they do make money!



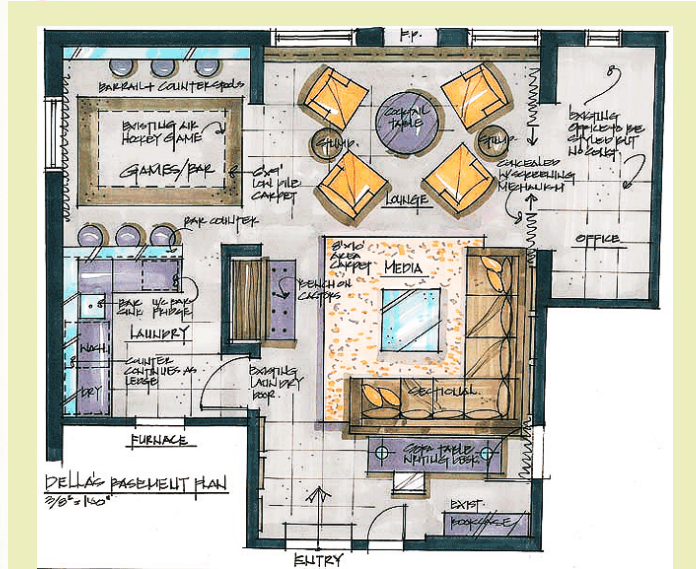
candice OLSON

It is no secret that I adore the play of light on fabrics. Add some reflective qualities like rayon yarns, embossed metallics, and deep textures and you have incredible drama! What I love about my Glint palette is the contrast of warm gold and cool platinum together in one space.

S/S 2011
Glint Color Palette

			
SHELL 11-0604 TPX	CITRON 14-0526 TPX	ALUMINUM 15-3802 TPX	SANDSTONE 14-0000 TPX

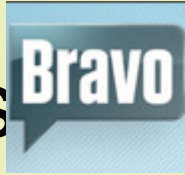
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Are these spaces 'designed'? Are they 'better' than the floral bathroom we just saw?



Million Dollar Decorators



- *Mary McDonald, Jeffrey Alan Marks, Nathan Turner, Kathryn Ireland and Martyn Lawrence*



<http://www.bravotv.com/million-dollar-decorators/season-2>

Start observing interiors now....

- 90% of our day is spent in interior spaces
- Most of us take interiors for granted.
- How often do you pay close attention to the
 - Furniture/ space planning
 - Colors
 - Textures
 - Lighting
 - Ceiling
 - Flooring

Your Challenge

- Start using your eyes more and pay close attention to your surroundings.
- Make mental notes on spaces that work and don't work.
- Read trade magazines, study the pictures and read the advertisements.
- You learn by exposing yourself to good design.
- If you must work, try to work in a related discipline.

Definition of Interior Design

Interior design is a multi-faceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment.

These solutions are functional, enhance the quality of life and culture of the occupants and are aesthetically attractive.

Designs are created in response to and coordinated with the building shell and acknowledge the physical location and social context of the project

Definition of Interior Design

(continued)

Designs must adhere to code and regulatory requirements, and encourage the principles of environmental responsibility.

The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfills the project goals.

The Three E's

- Interior design includes a scope of services performed by a professional design practitioner, qualified by means of education, experience and examination, to protect and enhance the health, life safety and welfare of the public.
- **Education**
 - Accredited by the Council for Interior Design Accreditation (formerly FIDER)
 - 4 year college degree
 - Required for many state licensing...
- **Experience**
 - Approximately 2 years
 - Approved supervision
- **Examination**
 - NCIDQ National Council for Interior Design Qualifications

What is HSW

(Protecting the public HSW is the essential element in the claim to needing to be licensed)

- Health, Safety and Welfare
 - Fire Safety
 - Accessibility
 - Ergonomics
 - Special Needs of the Eldery

Design vs. Decoration

- These are not the same.
- Decorating is one aspect of design and deals with the aesthetic embellishment of a space...making things look nice.
- Design deals with a more comprehensive approach that is all about human behavior and human interaction.
- Many decorators do not have a college degree and cannot be licensed in states with legislation laws.
- You don't need a college degree to decorate...

Topics of study in College Interior Design

- Art Foundations – drawing, design theory, color theory, 3D
- Theory: Human behavior, spatial composition
- History: Art, Architecture, Interiors and Furniture
- Materials and Estimating
- Construction Documentation and detailing
- Technical: Laws, codes, standards, building systems
- Professional Practice
- Computer: Sketchup, AutoCAD, Revit, Adobe Creative Suite (Photo Shop, In Design, Illustrator)

History of the Profession

- A relatively new profession
- Craftspeople, artisans and architects created the earliest interiors, long before interior decorating/ design was a profession.
- Only the wealthy could afford such luxuries



History of the Profession

- **Elsie de Wolfe: First Interior decorator** at the turn of the century, **1900**.
- An actress and a high society figure, her style was a popular departure from the dark Victorian styles of that time.
- She was the first to charge for her design, not simply on commission.
- New York School of Applied and Fine Arts, known today as Parson's School of Design
- Decorator Clubs began to appear in the larger cities



History of the Profession

- The industrial revolution of the 19th century
 - Mass produced furniture, new products like plastics
 - Displayed in Department stores
 - Appealed to the average consumer
 - Bauhaus School in Germany, 1919: Walter Gropius focused on function. Closed in 1933 and faculty came to US



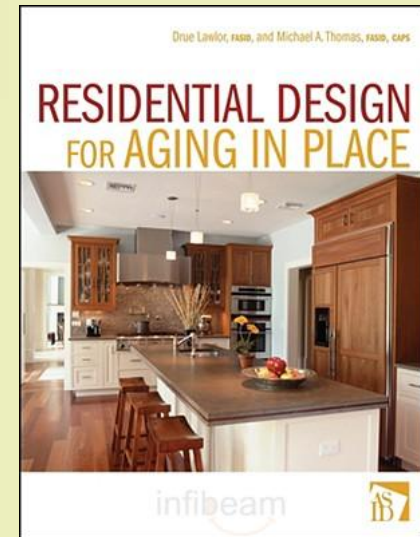
History of the Profession

- The 1940's was when there was a shift away from decorating
 - More commercial development, corporate offices
 - Those practicing commercial design
 - **Dorothy Draper: First Interior designer**
- Many of the greatest leaders you will study were decorators, not designers in today's sense of the word.
 - Sister Parrish, Eleanor McMillen Brown, Dorothy Draper, Billy Baldwin, Florence Knoll.



Where have we been and where are we going?

- ADA
- Building codes
- Legislation
- Green Design
- Aging-in-place – universal design
- Integrated Design
- Evidence Based Design (all good design is!)

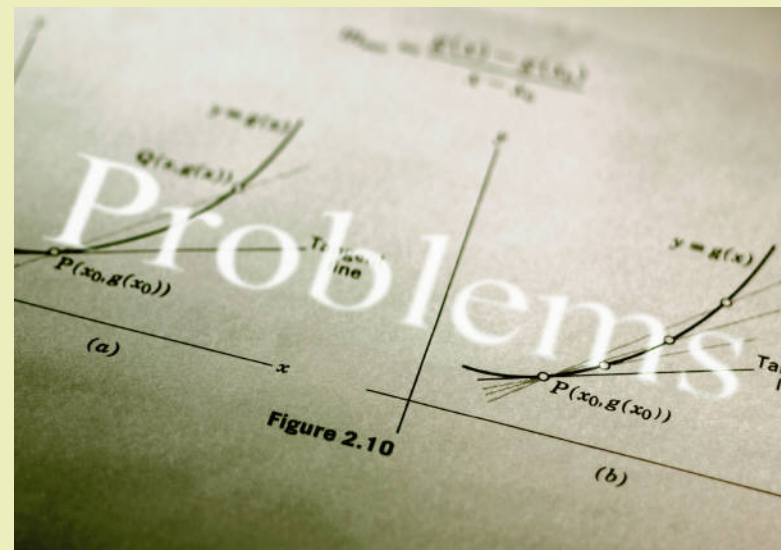




Qualities needed to be successful in Interior Design

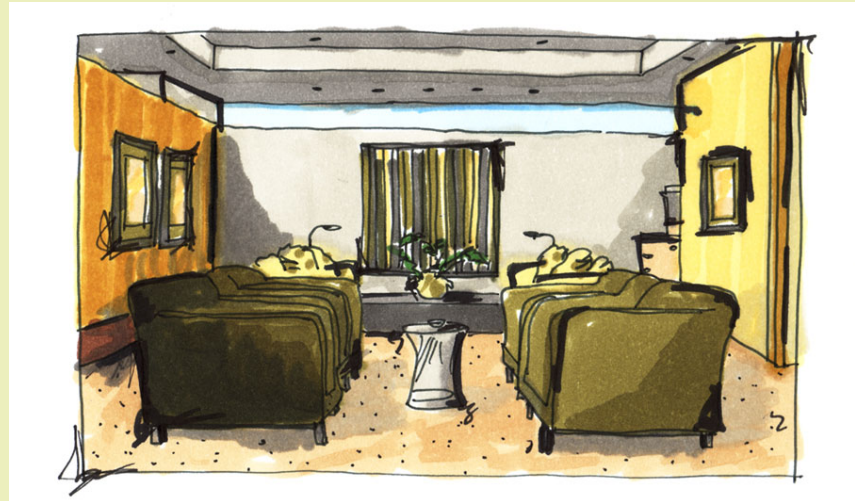
Interior Design is all about...

- Understanding complex conditions
- Ability to see options and formulate proposals
- Problem solving
- But you will also need to be
 - Artistic
 - Analytical
 - People oriented
 - Business oriented



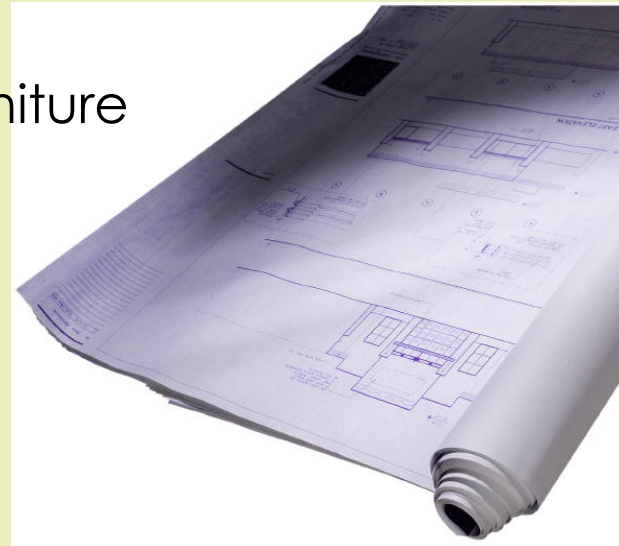
Artistic

- Skillful with color and light
- Understand texture and how it relates to the overall concept
- **VISION**....Must be able to visualize possibilities
- Ability to render, build models
- Good composition skills
- Good graphic design
- Good sense of scale and proportion
- Must be able to graphically present ideas



Analytical

- Problem solving through the analysis of detailed criteria.
 - Creating and staying in a budget
 - Reading construction drawings
 - Working with spread sheets
 - Estimating material amounts and costs
 - Researching codes
 - Specifying materials and furniture (example)
 - Project management



People Oriented

- You should enjoy being around all kinds of people and their individual personalities.
- You should be able to work under difficult client parameters
- You are patient and respectful
- Can read between the lines, listen well
- Can work in a team environment
- Presents well, verbally and appearance
- Can work with vendors and contractors
- Can sell yourself and your ideas
- Can make clients feel calm during tense situations...reassuring



Business Oriented

- You should understand how businesses work and make profits...it's not about how much time you spend on a project! It's about the **PROFIT** you bring to the company.
- Understands marketing strategies (be flexible)
- Good grammar: writing legal contracts, proposals
- Good at business networking
- Good record keeper (phone records, time sheets)
- Computer and equipment skills
- Hard work ethic
- Sales, good verbal skills



You should also

- Challenges
- Constant Change
- Varied daily structure



out other people and their



To be successful:

Interior Design should be a true passion!

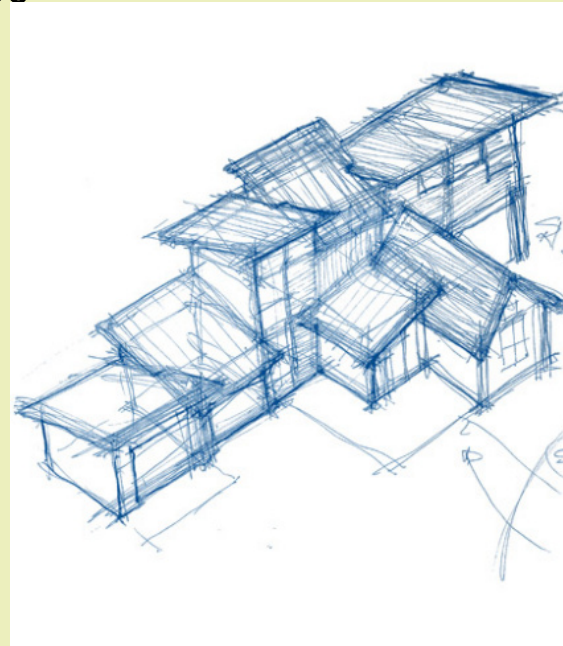
You should enjoy working with buildings and the spaces they define.

You should enjoy furniture, lighting, and all sorts of materials: both construction and finish materials

You should enjoy making visual and oral presentations.

Where do designers work?

- Architectural Firms
- Facilities Management Teams (Large Corporations)
- Hospitals
- Military Bases
- Contract Furniture Dealerships
- Hotel Planning
- Retail Planning
- Manufacturer's Rep
- Self Employed



- Affected by economic conditions
- Large firms:
 - Team work
 - Part of a large plan
 - Usually will assist a senior designer
- Small to Medium firms
 - Will get more experience
 - Less team work- wear multiple hats
 - Work will be more localized and limited to local culture

Self-employment

- NCIDQ requirement:
 - beginning in 2008, *experience gained through self-employment* will not count for sitting for the NCIDQ exam.
 - You will require direct supervision from a practicing interior designer.
 - IDEP Interior Design Experience Program

Compensation

- Set Salary
 - can be more than 40 hours
 - 30,000 – 40,000 starting
 - Senior level can make 45,000 – 65,000
- Commission
 - Most earning potential
 - Potential to earn 100,000 and up
- Hourly
 - Amount will vary by task
 - Typically \$55 - \$200

Other benefits

- 401K retirement plan
- Pay NCIDQ and Professional Dues
- Health / Dental Insurance
- Yearly bonus
- Health Club
- Expense Accounts
- Travel/vacations
- Flex-time

Professional Organizations

- Council for Interior Design Accreditation (CIDA)
- American Society of Interior Designers (ASID)
- Interior Design Educators Council (IDEC)
- International Interior Design Association (IIDA)
- National Council for Interior Design Qualification (NCIDQ)
- National Kitchen and Bath Association (NKBA)
- U.S. Green Building Council (USGBC)
- Construction Specifications Institute (CSI)
- American Institute of Architects (AIA)



- **Council for Interior Design Accreditation** (formerly FIDER)
- Foundation for Interior Design Education and Research
- Founded in 1971
- Accrediting body for post-secondary interior design programs in the U.S. and Canada
- <http://www.accredit-id.org/>



ASID

- **American Society of Interior Designers**
- The oldest and largest professional organization for interior designers with the largest residential and commercial membership of any other organization.
- Founded in 1975 from the merger of the American Institute of Decorators (AID) and the National Society of Interior Designers (NSID)
- Currently, ASID has over 24,000 members
- Levels: Professional, Allied, Industry Partner and Student
- 48 chapters located nation wide
- www.asid.org



INTERIOR DESIGN EDUCATORS COUNCIL

- **Interior Design Educators Council**
- An international organization formed in 1967 to aid interaction among educational programs.
- Dedicated to the advancement of interior design education and research in interior design
- Publishes the only ID research journal: Journal of Interior Design (JID)
- www.idec.org



IIDA

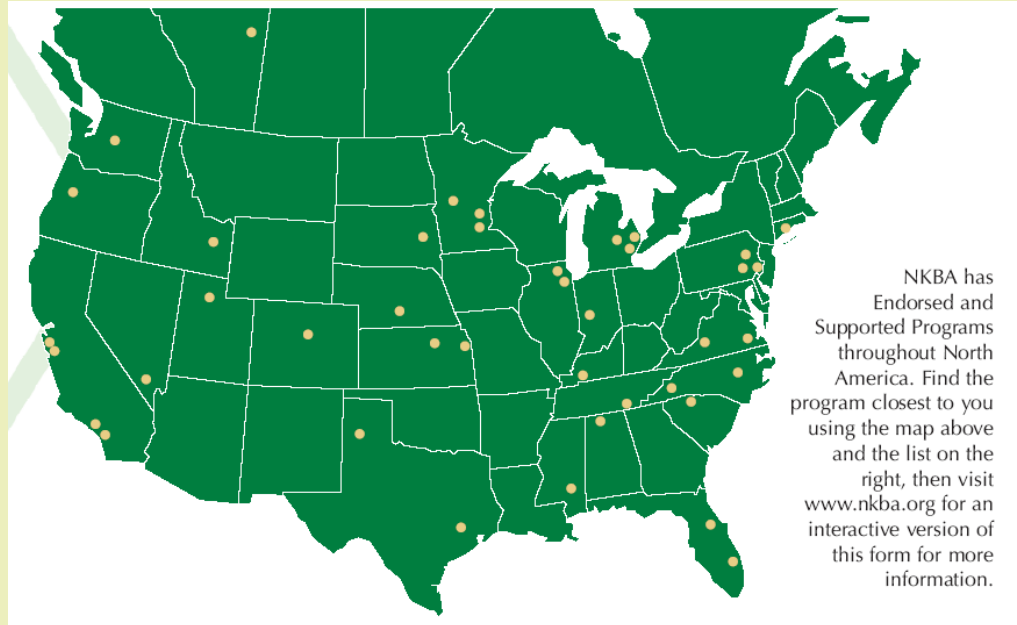
- **International Interior Design Association**
- Founded in 1994
- Merger of Institute of Business Designers (IBD), the International Society of Interior Designers (ISID) and the Council of Federal Interior Designers (CFID)
- 13,000 members with 31 chapters
- www.iida.org



The Kitchen & Bath Professionals

NKBA

- **National Kitchen and Bath Association**
- The only organization dedicated to the kitchen and bath industry
- Over 40,000 members
- CKD and CKB
- K/BIS
- www.NKBA.org



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and the list on the
right, then visit
www.nkba.org for an
interactive version of
this form for more
information.

Other Organizations

- American Institute of Architects
www.aia.org



- Represents individuals from across the built-environments industry working to promote buildings that are environmentally healthy to live and work.
- U.S. Green Building Council (USGBC)
 - www.usgbc.org

